To: 1200 - New York Region (SCULLYA)
From: McHugh, Michael
Posted: 4/29/96 23:11
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Subject: Ice Box & Planet

Mark:

I am planning to work Ice Box and Planet in the following ways.

I developed a telemarketing list for the Sales Reps in my division utilizing the MNL account grouped calls where Bee's have already been sold. They will all telemarket for one day and prebook both Ice Box and Planet into these calls. Hopefully with four new brand styles we can get a quick 200 6M hit.

The Territory Reps are going to work Ice Box aggressively off the car in the true inner city type calls (Newark, Jersey City, Paterson, Passaic). The remaining Territory calls will work 1,2 or 3 Moonlight brands based on the opportunity presented in each specific geography. I forsee a tremendous opportunity for Planet throughout my Division with the exception of the areas mentioned for the heavy Ice Box penetration.

All 3 Moonlight Brands will be aggressively worked in all calls in Hoboken.

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Source: https://www.industrydocuments.ucsf.edu/docs/njgy0000